

## Claims:

1. A laundry composition comprising a particulate brightener, the particulate brightener comprising a fluorescent whitening agent and a carrier, wherein the particulate brightener has a deposition aid which deposits the particulate brightener on to consumer articles during the laundry wash process.

10 2. A laundry detergent composition comprising a particulate brightener as claimed in claim 1, wherein the deposition aid is a cationic polymer.

15 3. A laundry detergent composition comprising a particulate brightener as claimed in any preceding claim, wherein the carrier is urea formaldehyde.

20 4. A laundry detergent composition comprising a particulate brightener as claimed in any preceding claim, wherein the fluorescent whitening agent is present at levels of from 0.01 to 50 wt % based on the total weight percent of the particulate brightener.

25 5. A laundry detergent composition comprising a particulate brightener as claimed in any preceding claim, wherein the fluorescent whitening agent is present at levels of from 0.0005 to 10 wt % of the composition based on the total weight percent of the composition.

6. A laundry detergent composition comprising a particulate brightener as claimed in any preceding claim, wherein the particle size of the carrier is from 0.01  $\mu\text{m}$  to 50  $\mu\text{m}$ .

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7. A laundry composition of a particulate brightener as claimed in any preceding claim, wherein the laundry detergent composition comprises;

10 (a) from 5 to 60 wt % of organic surfactant,

(b) optionally from 5 to 80 wt % of detergency builder,

(c) from 0 to 50 wt % of particulate brightener, and

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optionally other ingredients to 100 wt %.

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8. Use of a particulate brightener as claimed in any preceding claim, to whiten consumer articles during the wash process.

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9. A process for the laundering of textile fabrics which comprises a wash step in which the fabrics are immersed in an aqueous wash liquor comprising the particulate brightener as claimed in claims 1 to 7, a detergent surfactant, optionally a detergency builder and optionally other detergent ingredients.

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10. A process for the laundering of textile fabrics which comprises;

(a) a wash step in which the fabrics are immersed in an aqueous wash liquor comprising a detergent surfactant, a detergency builder and optionally other detergent ingredients, and

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(b) a rinse or pretreatment step in which the fabrics are immersed for at least 30 seconds in an aqueous rinse liquor comprising at least 1 wt % of the particulate brightener as claimed in claims 1 to 7, and a deposition aid, and optionally a non-surfactant water soluble salt.

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